India Radio and Doordarshan have their Code of Commercial Advertisements, which, inter alia, prohibit broadcast of advertisements on liquor. These Media Units therefore do not broadcast any advertisement on liquor. However, the programmes of foreign satellite channels are uplinked from outside the country and, therefore, do not presently fall within the ambit of the Indian Laws, unless decoders are made necessary for their reception. The Government has initiated steps to suitably amend the Cable Law to ensure that all free-to-air channels also conform to the prescribed Programme and Advertisement Codes under the Cable Law.

As regards the Press, since the newspapers are in the private sector, the Government does not interfere with their working. However, the Director of Advertising and Visual Publicity has its Advertisement Policy which *inter alia* provides that such advertisements which offend the socially accepted norms of public morals would not be issued to newspapers. Further, the Press Council of India has, through several of its adjudication, laid down that newspapers/ periodicals should not publish anything, which is obscene,vulgar or offensive to public taste. This includes advertisements containing what is unlawful or contrary to good taste or journalistic ethics or propriety. Besides, a Code of Conduct in the form of 'Advertisements-Ethics and Code of Medical Standards' has been formulated by the Indian Newspaper Society for guidance of its members in matters relating to advertisements.

(b) No, Sir.

(c) to (e) Do not arise.

**Uplinking Facilities for Private T. V. Channels**

4487. SHRIVIJAY J. DARDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government have received proposals for uplinking facilities for private TV channels;

(b) if so, the details of proposals received for various major cities;

(c) the details of final decision taken thereon and procedure adopted in final award of the deals;

(d) the details of revenue likely to be available from such city-wise bids finalized/awarded with the names of the parties and terms and conditions;

(e) the details regarding policy of Government in this regard and action plan for the current year; and

(f) the mechanism provided for settlement of dispute over payment of uplinking charges by private parties.

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING & MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) to (c) The Govt. have received the proposal for uplinking for facilities of private TV channels from the following companies;

1. M/s Ushodaya TV Enterprises Ltd., Hyderabad.
2. M/s Uday TV Ltd., Chennai.
3. M/s Sun TV Ltd. Chennai.
4. M/s Gemini TV, Chennai.
5. M/s Asianet Communications Ltd., Chennai.
6. M/s Vijay TV Pvt. Ltd., Chennai.
7. M/s TV International, Delhi.
8. M/s Technology Media Group, Bangalore.
9. M/s Mavis Satcom Pvt. Ltd. (Java TV) Chennai.
10. M/s Jain Studios Ltd., Delhi.
11. M/s Broadcast Worldwide Pvt. Ltd., Mumbai.
12. M/s Swami Brahmanand Saraswati Charitable Trust.
13. M/s Entertainment Television Network Pvt. Ltd.
14. M/s HCL Commet.
15. M/s Raj TV Network.

Out of the above, companies at serial No. 1 to 10 have been permitted to uplink from India.

(d) and (e) The uplinking facility is not being awarded on city-wise bids. As such the revenue earned on this account is nil. However, as perpresent

policy, all Indian companies, those who are broadcasters, arc eligible to uplink from India either through VSNL or by setting up of their own earth station subject to certain conditions. Amongst others, the main conditions arc as follows :—

(i) Retention of Indian Share. Holding of not less than 80% and Indian Management Control at all times.

(ii) Compliance with Programme and Advertisement (Code of Doordarshan).

(iii) Compliance with Security related conditions.

(iv) Conformity with the provisions of inter-system coordination agreement between India and INTELSAT.

(v) Provision of necessary monitoring facility by the uplinking company.

(vi) The transmission for television signals in C-Board only.

(f) As per agreement entered into by private broadcasts with VSNL for uplinking their channel through VSNL, the disputes to respect to rights or claims are settled through arbitration.

**Advertisement of Whisky and Cigarettes on TV**

4488. SHRI RAJNATH SINGH 'SURYA' : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether there is any law prohibiting advertisement of alcoholic and tobacco products, like whisky, cigarettes, etc. on visual media;

(b) whether some private channels are still telecasting such advertisement on TV daily;

(c) if so, are they exempted from doing so; and

(d) if not, the reasons for not taking any action in this regard ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) to (d) As per existing Doordarshan's Advertisement Code, advertisements of liquor and tobacco are not permitted on DD channels. Indian satellite channels, which